

**REMARKS**

The present communication is responsive to the Official Action mailed August 31, 2009, rejecting all of the claims pending in the application ("Official Action"). In particular, the Examiner rejected claims 1, and 4-22.

Claims 1, 2 and 4-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldschmidt Iki et al. (U.S. Patent No. 6,594,825 ("*Iki '825*") in view of Jeong (U.S. Patent No. 6,285,819) ("*Jeong '819*") in view of Chernock et al. (U.S. Patent No. 6,314,569 ("*Chernock '569*"), in further view of Lownes et al. (U.S. Patent No. 6,137,539) ("*Lownes '539*").

Claims 21-22 rejected under 35 U.S.C. 103(a) as being unpatentable over Iki '825 in view of Jeong '819 in view of Chernock '569, in further view of Lownes '539 in further view of Ohara et al. (U.S. Patent No. 6,292,618) ("*Ohara '618*").

While Applicants respectfully disagree with the rejection, Applicants have amended the independent claims in effort to expedite allowance of the current application. Applicants submit that the application claims novel and non-obvious subject matter and is in condition for allowance.

**Claim Rejections - 35 U.S.C. §103**

Applicants respectfully submit that the cited references do not disclose Applicants' claimed invention. For example, Applicants' invention of claim 1 is an audio and/or video signal transmission system for transmitting an audio and/or video signal between a transmitting peripheral apparatus and a receiving apparatus. The system in part includes:

the audio and/or video signal transmitting peripheral apparatus including analog audio and/or video signal generating means for generating an analog audio and/or video signal, digital audio and/or video signal generating means for generating a digital audio and/or video signal, analog output means for outputting said analog audio and/or video signal, information

generating means for generating a digital information signal containing information identifying a type of said transmitting peripheral apparatus and an equipment brand of said transmitting peripheral apparatus and indicating a format type of said analog audio and/or video signal or said digital audio and/or video signal, a multiplexing circuit for multiplexing the digital information signal and the digital audio and/or video signal and producing a multiplexed digital signal, and a digital input/output means for inputting/outputting said multiplexed digital signal, and

the audio and/or video signal receiving apparatus including a plurality of analog input means for inputting an analog audio and/or video signal from the analog output means, digital input/output means for inputting/outputting the multiplexed digital signal to/from the digital input/output means of said transmitting peripheral apparatus, a demultiplexing circuit for demultiplexing an output of said digital input/output means and producing a first output of said digital information signal and a second output of said digital audio and/or video signal,

wherein the audio and/or video signal transmitting peripheral apparatus is operable to asynchronously transmit the information identifying the type of said transmitting peripheral apparatus and the equipment brand of said transmitting peripheral apparatus, and

wherein the transmitting peripheral apparatus is connected to the receiving apparatus, and the format type selectively indicates analog signal and digital signal;

wherein said audio and/or video signal receiving apparatus further includes:

information processing means receiving the first output from said demultiplexing circuit for generating an image signal therefrom for use in displaying the type of the audio and/or video signal transmitting peripheral apparatus, the equipment brand of the peripheral apparatus and the format type of the output video signal from the audio and/or video signal transmitting peripheral apparatus, wherein the type of the audio and/or video signal transmitting peripheral apparatus, the equipment brand and the format type are indicated by respective predetermined characters or by a logo,

signal forming means for forming a display video signal from said analog audio and/or video signal from

said analog input means, and/or from said digital audio and/or video signal from said demultiplexing means, and

means for superimposing the image signal on the display video signal, so that when displayed the predetermined characters or logo are superimposed on a displayed image such that a user can view the type of the audio and/or video signal transmitting peripheral apparatus, the equipment brand of the transmitting peripheral apparatus and the format type pertaining to the display video signal currently being displayed at the time the display video signal is displayed.

As described in Applicants' specification at least at page 20, in addition to identifying the signal format and device type, the Applicants' system permits the transmitting peripheral apparatus to transmit logos or characters to identify the equipment brand or name of the equipment manufacturer with the mark of the company so that a user can even more easily identify which peripheral device is being viewed at the monitor display. See, e.g., Applicants' specification at 20. While the Examiner has relied on *Goldschmidt* with respect to aspects of the type and format information, Applicants respectfully submit that the relied on references do not teach or suggest a generation of such format type information in addition to the equipment brand information in a connected peripheral transmitting device as claimed by Applicants.

Accordingly, it is respectfully requested that the Examiner withdraw the rejection of 1. Applicants submit that the claim and its dependent claims are in condition for allowance. For reasons similar to those previously described with regard to claim 1, it is also respectfully submitted that independent claims 7 and 12, as well as their dependent claims, are also in condition for allowance.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: December 22, 2009

Respectfully submitted,  
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